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Chapter 1 - Title

Influence of packaging attributes on purchase intent – An exploratory study based on London consumers.

Chapter 2 - Acknowledgements

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Chapter 3 - Abstract

The focus of this study is to examine the influence of packaging attributes on purchase intent using crisp packaging. Utilizing an involvement framework from a previous study, different packaging attributes and its effect on purchase has been examined. Because the relevance of packaging as a tool to communicate with consumers is increasing. Therefore this research aims to understand consumer experience with the package and its influence of packaging attributes i.e (graphics or information) on purchase intent based on London consumers focusing crisps.

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Chapter 5 - Introduction and Context

Koutsimanis et al. (2012) stated that packaging attributes are recognized to have an impact on the shopper purchase decisions for food. Additionally, Garber et al. (1995) acknowledged that the visual appearance of the product have a strong impact on consumers decision making at the point of purchase. It is now a fact that packaged food products are now moving into bigger retail stores and hypermarkets, and there is a multiplication of products, through which shoppers have to make a decision from a range of choices. Recent research by Connolly and Davison, (1996) averaged that 73 percent of buying decisions are taken at point of sale; and also emphasized that the package design is the “salesman of the shelf” (Pilditch, 1973). However, conclusions made from later researchers (Nickels & Jolson 1976; Young 2010) when investigating the connections between packaging and buying decisions and is now considered as a brand builder (Underwood 2003). Hence, the critical importance of packaging design is rising in these rivalry market conditions and serves as a dominant driver for communication and branding (Rettie & Brewer 2000).

It has been investigated in the previous research by Silayoi & Speece (2004) about packaging and purchase decision relationship by concentrating on the impact of time pressure and level of involvement. Two types of involvement were found Low level and high level. High level involvement is generally represented by an intentional search for information such as (reading nutritional facts). Additionally high level involvement is also associated with showing importance while, Low involvement is known to have less concernment and relevance. The study that was conducted using a focus group within two groups of married women 1) employed married women with children 2) Housewives with children. The participants explained the involvement level as the expected importance of the product. However, for lower level items, participants share the very common brand to make purchase and rely upon it based on their packaging and informational quality. Additionally participants made quick purchase decisions beyond carefully examine the product in pressure timings. The overall findings suggests that packaging is crucially important for marketing FMCG (fast moving consumer goods) product, and focuses on its attributes such as graphics, shape and size not only have a direct impact on purchase decision but it also helps the product to stand out on the shelf from the competition. In short, when consumer search for any product under high pressured time he would most likely to

influence by visual elements. However, for high involvement they will more likely to get convinced by the information provided on the package.

Another study found that packaging has a strong effect on consumer response to a product by its form appearance and function. Underwood et al. (2001) studied whether brands with any visual information have any strategic benefit over the competing brands having high familiarity versus low familiarity on textual information only. The study indicated that the use of visuals/pictures on low familiarity brand packages was significant in gaining attention for the brand in the store. Additional finding was that the informational elements on the package may serve as an identification or attention cue helping to shape the products being considered for purchase rather than determining brand choice. Similarly, in another research Underwood et al. (2001) investigating the informational effect of positioning a representation on a product. The results indicate that the packaging layout does shape the consumer attitudes toward the package. However, packages with pictures were chosen over without any visual representation. Therefore, consumer prefers to pick a familiar brand over unfamiliar one. The results of the study suggest that consumers admit the product with picture had a better taste than package without picture.

The influence of packaging graphics i.e. (color, and designs) has been examined by (Bone & France 2001). He concentrates to investigate the impact of packaging graphics on consumers and believe when presented with the complete textual information on the package. From the results of the study, it was clear that packaging graphics get more attention than textual information, and as a result packaging layout convincingly influence product attribute understanding and thus influence consumer purchase intentions. As these studies has been recently identified that color, size, shape and graphics on a package have an impact on the purchase decision (Silayoi & Speece 2007; Bone & France 2001; Underwood et al. 2001; Garber et al. 1995) equally discussed that packaging influencing consumers at point of purchase by the above researchers. Therefore, Additional research is needed to delve deeper into the visual and informational elements of packaging design that influence consumers purchase intent (Van & Vickie 2008).

5.1 Problem Statement

Solomon et al. (2013, p. 73) stated that consumer segmentation can be done in terms of their shopping orientation, and the attitudes for shopping. These adaptations are situational depending on the product categories and store types. For example, for several people shopping for a car could be an insecure experience, because the type of shopping environment affects shopper's motivation. As a result several shopping types have been identified. As a result five different types of shoppers have been identified.

1. The economic Shopper.
2. The Personalized shopper.
3. The ethical shopper.
4. The apathetic shopper.
5. The recreational shopper.

Stone (1954) mentions the following qualities of these different types of shopper.

Economic Shopper	Personalized Shopper	Ethical Shopper	Apathetic Shopper	Recreational Shopper
Portrays a sense of responsibility. Sensitive to price and quality when choosing product	Sensitive to in-store experience with store personal. Gave importance if special attention was given while shopping	The one who prefers to shop from local stores and dislike shopping from supermarkets	Not interested in shopping but its important experience for them	The one who finds shopping to be a fun, social activity and a way to spend leisure time.

Much of the previous studies are aimed at those groups who have a responsibility for household shopping such as housewives (Silayoi & Speece 2007). However, there is still an opportunity to extend the previous study by Silayoi & Speece (2007) on a different target group with a different product. A research from Mintel on crisps and salty snacks by Chris Wisson (2012) found that

crisps continue to be a famous snack among consumers, eaten by over 8 in 10 which is (84%). Additionally he founded that men and fewer than 45s are the most likely groups that eat crisps daily. In addition, it is also found that two in five consumers enjoy crisps as a part of packed lunch as an afternoon snack, which is majorly driven by the fulltime students. Furthermore, Chris Wisson (2012) mentioned the major choice factors considered when consumer are particularly buying crisp. He mentioned price, flavoring, brand trust and healthy information are the most considered ones. Clifford (2014) identified in a Mintel research that 41% of people are interested in reading the information provided on the packages. Additionally, Warren (2015) also found that consumers who purchase snacks are mostly looking for some information that helps keep them full longer. He also identified, snacks identified with low sugar content is given priority by everyone in fifth consumer.

As from the above information it is clear that consumer's decision is dependent according to the information they get influenced from which could be an image, or a copy on the package. Hence, crisps have been chosen to further investigate. Chris Wisson (2012) presented the usage of potato crisp that in 2011 alone 84% of population enjoyed eating crisp. Additionally, the frequency of usage appeared to be rising with increasing numbers of consumers finding a place for snack more frequently. Hence packages from the leading crisp shares will be chosen according to Chris Wisson (2012) Walkers holds the maximum share of 60% in the market while kettle crisp secure only 9% with an increase value of 3.6% for the previous 3 years.

5.2 Research aim, Objectives and Questions

As it can be seen from some previous researches that packaging has a central role from attention to purchase decision. Overall most of the studies have investigated the visual aspects of packaging and came up with conclusions. All of the studies suggested that visually appealing packages help gaining attention and consumers can perceive a better quality expectation than non-visual packages and make quicker decisions under high pressured timings. Whereas, high involvement processing is expected when consumer search for more information about the product Silayoi & Speece (2007).

However, the study was conducted in Thailand with a different food product. Therefore, this study aims to identify different shopper category for the evaluation of packaging attributes with a different food product (crisp) in UK following these objectives:

- 1) Consumer purchasing experience with the product.
- 2) Understand the influence of packaging attributes on purchase.

Chapter 6 - Literature Review:

6.1 Packaging Theory

Rettie & Brewer (2000) stated that packaging design has been given significant importance lately, because of the growing importance of design in packaging as it is known to be one essential vehicle for communication and branding. Additionally, it has also accepted that the visual representation of the package have an important impact on the shopper decision at the point of purchase (Garber et al. 1995). It is stated that packaging has an influence on buying behavior through three general packaging aspects Communication, functionality and environment (Ursula Hansen, 1986). The author further added that communication include the aspects of graphic design, and information on the pack. Secondly, functionality is known to have those conditions related to transport from a distributor to retail, usage and storage of the pack and finally the environment refers to the aspects of disposing the pack after its usage. In other words, Prendergast and Pitt (1996) reviewed the primary functions of packaging is mainly to protect the preserve the product during the movement through distribution channels. However, it is considered as an attractive communication channel that conveys product benefits to the consumers at the point of sale. Because these two functions of packaging are parallel to each other, therefore it is very unlikely to separate these two package functions. Hence the packages trade the product by gaining attention and communicating the product benefits (Silayoi & Speece 2004).

But whatsoever be the strategic considerations, packaging is one of the main characteristic perceived by consumers. It is also unlikely to expect that it cannot bypass contributing in the marketing function, even if its main aspects are not recognized by the company itself. Because of the packaging direct communication to the consumers, it is therefore considered a very critical factor in the decision making process. However, the purchase intent is absolutely consumer dependent on understanding the message and expectation of the product to satisfy them after using it (Kupiec and Revell 2011). Thus, their interpretation of the message is solely depends on the communication elements, which is evolving as the key to success for several marketing strategies (Silayoi & Speece 2004).

Vidales Giovannetti (1995) mention the three types of packaging that are frequently being considered. Primary packaging is the one which is direct in contact with the product such as perfume bottles. Secondary packaging contains one or more primary packaging which serves not only to protect but also to communicate the qualities of the product, and this is usually disposed when the product is consumed. Lastly the tertiary packaging that contains the two previous one and its function is to distribute, unify and protect the products throughout the commercial chain. The authenticity and exclusiveness of a product can be portrayed through the overall packaging features. Moreover, in a great extent quality judgments are affected by the product attributes reflected on the package. If it signals high quality, consumers perceive the product to be of high quality. In contrast, if the communication depicts low quality, then the consumer will associate this perception directly with the product. (Silayoi & Speece 2004). It is suggested that customers are more prone instantly envision parts of how the product looks, taste, feels, smells, or sound while they are examining the picture on the package (Underwood et al. 2001).

Shopper's decision making can be characterized as cognitive orientation describing their way to deal with finalizing on a decision (lysonski et al. 1996). This method pledge with the cognitive and affective adjustments in the process of decision making. However, packaging attributes have a direct impact on consumer purchase decisions that is divided in two categories visual and informational elements (Silayoi & Speece 2007). According to Keller (1998) the visual elements consist of the logo, graphics, size/shape of the package. While the informational components are related to the information provided for the product and regarding the development of package, and is more prone to trigger the consumer to think cognitively to make decision for purchase.

According to Kotler et al. (1996, p. 225) stated that majority of the FMCG products are low involvement products. When shopping within low involvement brand categories consumers do not search with much cognitive effort and consider a weighty decision on which product to purchase. In such situations, consumers utilize the cue utilization theory and explains how shoppers without pondering choice guidelines and with inadequate information construct a stimuli at that situation which is required for example cue stimuli like taste, ingredient, fat are (intrinsic cues) while brand name, price, quantity (extrinsic cues) (Olson and Jacob 1972). Consumers end up evaluating two brands to see which is most optimal according to their needs (Clement 2007). In contrast, the absence of considerable evaluation frequently brings failure to

recognize much contrast among the successful brands (McWilliam, 1997). Thus, when shoppers discover a brand which meets their measure, they have tendency to stay fulfilled with it. Particularly in situations when they are always reminded about the brand (Silayoi & Speece 2007).

Results of a survey conducted in Thailand emphasize that packaging have a critical role in reminding shoppers about the brand. (Silayoi et al. 2004).

Some researchers have mentioned that not all customers see grocery shopping as a low involvement activity (Silayoi et al. 2004). However, Beharrell and Denison (1995) presented a range of involvement in front of European consumers. Those with higher inclusion have a tendency to be more emphatically brand faithful, including ability to defer buy or go to another store if the brand is not accessible. Such loyalty behavior is usual in Thailand where consumers delay their purchase including postpone the search rather than switching to alternative brand (Silayoi et al. 2004).

It is evident that the consumer use of packaging attributes are quite simple and important issue for low involvement. However, more mental effort is required to decode the process than visual elements. Than can also end up creating and emotional response. Thus we have investigated these visual elements in more detail in the remainder of this section, to examine how consumers are likely to use each of one.

6.2 Visual Attributes (Graphics, and color)

According to Grossman and Wisenblit (1999) Illustrations incorporates design, different color schemes, typography, and product photography, all of which make a picture. For low contribution, there is a significant effect from marketing communications that includes brand building on shopper decision making. Assessment of elements is of less significance in low involvement choices, so illustrations and colors count as critical aspects. For some buyers in low involvement packaging is the commodity. Especially on the grounds where the reactions are developed on an immediate contact with the product which can have long impact. These attributes are aimed to communicate directly to their target customer (Nancarrow et al. 1998). Thus the illustrative qualities of the package needs to emerge in a presentation of numerous different styles (Silayoi & Speece 2007).

Now a days several shoppers have to shop within a larger number of perceived time pressure, which is why they end up purchasing fewer products (Herrington and Capella, 1995). It has been observed that many times shoppers chose the product without planning, and it serves an impulse buying behavior (Hausman, 2000). Such behavior is quite common to observe after the - introduction of self-service sales system, which has result in the packages to move to the foreground gaining attention and influencing purchase Ampuero & Vila (2006). Because an attractive design which gains shopper's attention can help the consumer to make quick purchase decisions in the store. However, as the consumer scan for the desired product in store, He may have to go through from the competition products. While, this scanning process does not so much mean attention (Herrington and Capella, 1995). As the eye can't resist the opportunity to enlist the impression of a distinctive and startling visual component that enters its field of vision, for example, an odd color or shape (Garber et al. 1995).

A study Rettie & Brewer (2000) on brain laterality found that recalling packaging attributes are likely to be determined by the position on the package including the factors like color, type, shape. However a better recall can be achieved on verbal stimuli when the communication text is on the right hand side of the package, and good for non-verbal stimuli when it's on the left side of the package. Thus it is suggested to achieve highest recall, the photographic elements has to be placed on the left hand side (Silayoi & Speece 2007).

Additionally, by time consumers make them familiar with color associations, which later turned in preferences for several product categories (Grossman and Wisenblit, 1999). Tracing the product using color as a cue is recognized to be one potential association. Although, individuals in diverse societies are presented to distinctive colors and create color preferences taking into account their own culture's associations. In simple words, graphics of a particular package will differ market to market and require a deeper comprehension of the perception of colors in each different location (Madden et al., 2000).

6.3 Physical Layout of Packaging

Consumer decision making is strongly impacted by the packaging size and shape, and these cues are utilized by consumer only judge the volume of the product. Marketing research has enlighten that use these cues to help making better decisions. (Richardson 1994; Richardson, Dick, Jain 1994; Rao and Monroe 1988; Cox 1967). When they are faced in a dissonance between two similar products. These cues could be size, color, texture, shape, price or ingredients which help them make better decisions. Generally extended packages are considered to be larger, even when regular purchase has made and real volume is evaluated. This infers that disconfirmation of product size after utilization may not lead purchasers to update their volume judgments in the long haul, particularly if the inconsistency is not substantial (Raghubir & Krishna 1999).

Distinctive sizes additionally engage buyers with some diverse involvement. Such as, low involvement products can be less priced. Similarly, with the use of generics, reduced packaging and promotional expenses has made possible through cost savings. As these are normally packaged in large sizes, which is targeted for consumers who are searching for good deals and offers? Many consumers find these prices in the correct size of packaging and expressed to be a good value for money (Prendergast and Marr, 1997). Thus it implies that when it is difficult to evaluate the product quality, the size of the package impact as main driver for purchase motivation (Silayoi & Speece 2007).

Additionally, it has been found in multiple studies and different product categories that changes in packaging shape and structure have had a powerful positive impact on the shelf visibility (Young 2010). As a result consumers may utilize the length of the package to determine the volume and later alter their perceptions to account for width and shape changes. However, his findings suggest that it is recommended for manufacturers to have elongated package shape, as for the package dimensions it is crucial on selling overall. Additionally, through this method consumers should end up thinking getting a better value for money for this package, strategically generating more sales (Raghubir & Krishna 1999).

6.4 Informational Attributes

It is estimated that a modern day superstore may stock more than 50,000 items in its 200,000 square foot retail space (Van & Vickie 2008). A research identifies that the average amount of time spent by a consumer in a super market is 25 minutes (Phillips, 2005). While on average a consumer will likely to purchase 17 items on a cost of \$23 while on its 25 minute shopping experience. According to this, consumer would have to sort through the super store stock with an average rate of 33 items per second to find the desired one. (Van & Vickie 2008).

Kupiec and Revell (2001) stated that when the consumers are searching for any high involvement product, it is less likely that they will be convinced only through the visuals on the package. Therefore shoppers will be required to have more information. It's being said that, written information on the package is more effective and can improve the shoppers decision making. Although, the instructions and data on packaging can be sometimes perplexed by delivering over information on the package, which can be presumed as deceiving and unreliable information. A very common example to a similar scenario is when small words and very thick writing styles is used to cover some great amount of information, which results in poor reading and create confusion (Silayoi et al. 2004).

It has been suggested that shoppers can get over with such information overload by being more definite on their choices. As reducing these alternatives will cutback the probability of getting confused when by the excessive choice and information overload. This method suits best for more experienced and loyal users as they don't stress much on the purchase decision. Mitchell and Papavassiliou. 1999. From another perspective, experience with this method helps the consumer to be selective and reduce the frame of their search (Hausman, 2000). Therefore when consumers become familiar with the product and do not read the packaging labels, indicates a loyal behavior towards the brand (Silayoi & Speece 2007).

Although, this is not used by many shoppers, and has been noticed that the importance of attention towards reading packaging labels is on the rise, and these consumers are not much concerned about the health and it safety to read the nutritional information (Smith and Riethmuller, 2000). However, consumer started sacrificing on their everyday life choices because of recent recession in Thailand. Therefore consumers were become more active in

evaluating the products in detail, ensuring the product they are buying is worth value (Speece, 2003). Whatsoever be the apprehension, all of the highly involved consumers interpret the message data based on message contention quality to frame their attitudes and purchase decisions (Vakratsas and Ambler, 1999).

6.5. Summary

From the above literature it is evident that significant importance has been given to packaging design lately in the previous work. Three main functions of packaging were identified communication, functionality and environment. In communication the visual aspects of package incorporated such as graphic design. The transportation of the pack from distribution to retail and its usage are known come under functionality. Lastly the environment concerns with the disposal of the pack after its usage. In the entire journey, when the package is shelved quality is associated with the appearance of the package and customer make potential judgments while examining the package.

Silayoi & Speece (2007) described decision making is categorized in two types *visuals* that include logo, graphics, size/shape and *informational* which prone consumer to think cognitively. Consumers are likely to take either of these information as a route to evaluate packaging attributes which have a direct impact on purchase intent. Additionally Olson and Jacob (1972) added that cue utilization theory is utilized without pondering on choice guidelines and a stimuli is created such as taste, ingredient or fat which are intrinsic cues. While brand, logo, price quality (extrinsic cues).

As discussed, visual attributes play a great role when they are on shelf, because consumers have to go from some amount of perceived time pressure, which end up making them impulse decisions. As an attractive design help shopper to make quick decisions. Similarly when consumers are looking for high involvement product they are unlikely to be concerned with the visuals on the package, although they may not look for all of the information but for specific for example. Weight, labels, ingredients or health information.

Chapter 7 - Methodologies

7.1 Research Philosophy

As it has been identified prior that previously conducted studies are fresh and still require more research (Van & Vickie 2008). Because, we are now timely aware of the changing situations in the business world, and in the scenarios where today may not apply in 4 months' time (Lewis 2007, 106). Therefore, this study aims to add more insights in the previous literature using phenomenological approach. Lewis (2007, 106) stated phenomenological approach is described by the sense humans make around the world. Additionally he also states that those researchers who argue about the insights on the topic are lost are mostly positivist. However, if there is a sympathetic view, then the research philosophy is more likely to be following an interpretivist approach. The emphasis of following this approach is to conduct research among people rather on objects. Thus, Dawson (2007) mentions that qualitative study is a more suitable selection to understand the experiences of people about an event.

7.2 Research Methods

As discussed that above mentioned studies are fairly new and required more research and understanding on the context (Van & Vickie 2008). Thus qualitative research method was chosen. Mooi & Sarstedt (2011) states that qualitative data can be conducted in two types directly observed qualitative data and indirectly observed qualitative data. He further states that interviews and focus groups are directly observed methods, while observational, projective and testing markets fall under indirectly observed data. Although, some marketers believe that testing packaging in a focus group is not ideal selection method, because they are not in the shopping mode and one's opinion can influence the entire focus group (Van & Vickie 2008). A study conducted by Clement (2007) where he used an indirectly observed technique and later ask the participants to provide insights on their shopping experience with the product. All participants were volunteered and made purchase as per their routine needs.

7.3 Sampling frame

As explained previously that the target sample for this research are the recreational shopper type who likes to see shopping as a fun activity. As it is evident from the findings of Childe (2014) that purchases of lunch for everyday tend to be more frequent and by an estimate four in 10 adults are shopping for lunch everyday occasion and quarter have bought lunch as a leisure occasion as often. Furthermore, Mintel (2014) 30% consumers of both genders aged between 16 to 25 are likely to eat from outside if they had more time to cook. Additionally Target group of this age enjoys shopping as a social activity (Van & Vickie 2008). Hence, sampling frame within this age range will be carefully chosen for this research. Therefore, within non-probability sampling, the convenience sampling will be used as two benefits are mentioned as example that people can be asked to fill out a survey in a mall intercept. Additionally Malhotra and Birks, (1999a) mentioned that it is least expensive, less time consuming and more convenient.

7.4 Sampling Methods

Following the convenience sampling method, the above procedure used by (Clement 2007) will be followed to gather insights. Dawson (2007) stated that the researcher is a teacher to himself and he should be aware of the inappropriate sampling and remain aware of this bias that could enter in the process. However, one benefit stated by Flick (2007, P.23) that this approach help make participants reflect on their experiences which may result in providing new insights about the situation they are asked for.

7.5 Data Collection

Qualitative interviews are of two types structured and semi-structured (Mooi & Sarstedt 2011). Semi-structured interview are perhaps the most common type of interview. The information gathered by the researcher can later be compared and contrasted, with other interviews. To achieve this, same questions are asked in each interview. It is further mentioned that semi-structured interviews have series of questions that are required to address in no order. However, the interviewer can often asks following questions to further investigate on the topic by asking “could you explain?”, “How come?”.

Similarly the interview will be divided in two sections, questions regarding visual information (graphics, size, visual aspects) of the package, in which will try to decipher the consumer experience and what motivates purchase, other section will evaluation informational elements which includes reading any necessary information that help them in their choice.

To collect valid data, it is suggested that experimental task should closely resembles how consumers make choices in the market (Vriens et al. 1998). Therefore a pre-tested method by (Van & Vickie 2008) has been chosen in which he suggested to provide the participants with similar stimuli and present packages in a controlled environment in which participant have nearly the same experience like a real shopping experience. Additionally, some restrictions were applied by the researcher to achieve as much realistic results. Participants were given limited time on the shelf and no collaboration with other participants was allowed.

Thus, based on this method, participants will be invited to take part in the study, and then they were asked to pick a package, Participants will be given 5 minutes to choose a package from range of different packages. The time restriction will help determine if the choice considered is motivated by visual or informational attributes. Making sure, to keep the experience as realistic as possible, different pizzas boxes from low to high price category will be created to collect the most realistic results.

All of the interview will be recorded; informing the participants about the data protection act, hence the participants will be promised that their identity will be kept secret.

7.6 Data Analysis

Dawson (2007) states that for data to be analyzed it is important to first convert it in a format in which it is easily analyzed. In this case transcriptions will be extracted from an interview. However, there are some methods available for data analysis. We will be using comparative analysis. In comparative analysis data which is gathered from different people is compared and contrasted until the researcher is satisfied that no new issues are arising. Flick et al. (2007, p.116) elaborated two different ways under this analysis – coding and categorizing. He added that coding and categorizing are method of data analysis that are not specific and can be applied in all methods. He describes the main tasks to look for relevant information in the data and analyze

them by comparing with other data and by naming and classifying them. Following this process a structure in the data is developed as progressed.

7.7 Reliability and Validity

The nature of qualitative study is defined as a more personal process, which is why it is being said by previous researchers that in this method, researchers end up bringing their own preferences and experience in the study (Dawson 2007). Although there is literature present on the topic, hence we will be comparing the findings with the available literature to validate the research.

7.8 Ethical Considerations

An ethical compliance approval form was filled as a compulsory requirement from the University of Greenwich Ethics Committee which primarily aim to minimize the ethical issues, such as confidentiality and privacy of the respondents (Mooi & Sarstedt 2011). On the contrary, Dawson (2007) highlighted the data protection act 1998 which emphasize the taken information should not be kept longer than necessary and ensuring the data is kept secure. In addition, regarding the confidentiality, he further added that the research information must not share with the third parties, and their privacy should not be used in any manner that reflects against their own statements. Including above, Flick et al. (2007) mentioned basic principles of a ethically sound research. Participants should not be informed with false information, and their privacy should always be respected. Furthermore, the interpretation of the data is the one leading principle, meaning no fraud should occur within the collection and the analysis of the data. . Hence, the data which has been collected will remain secure and the personal information of the respondents such as name are replaced by 'interviewer.

7.9 Limitations

Mooi & Sarstedt (2011) states that all research types have certain limitation. Which could be because of time, and representation of small sample can be a potential weakness which reduces the credibility in the research. Similarly, the interviews were conducted in Greenwich and Forest gate library and targeted to students who purchase crisps. Although the viewpoints from the consumers of other places were not covered.

Additionally, knowing the fact that there are several crisp packs are available in the market, but only the famous as per the market share were chosen, thus limited quantity were picked up. Therefore further investigation on other crisp packs may be required to gain a deeper understanding.

Chapter - 8 Results (findings and analysis)

It has been discovered by all participants that packaging elements are the important factors when a purchase decision is made for crisp packaging and considered as principle variables in their evaluation of choices. These attributes are recognized commonly through illustrations, shape and size and information on the pack and these attributes received significant importance by the participants. In the following, we examine these findings briefly and further discuss them in more detail.

Participants were presented with different crisp packages and asked to choose one and share your views. Two of the products were chosen the most i.e. Kettle crisps (sea salted) and then Walkers Sun bites (sweet and chili). However, little interest were given to the products such as Walkers Sensations (sweet chili), Walkers (Cheese and onion) and Walkers (baked potato). Therefore, independent analysis has been done for these products. Furthermore, the findings are separated in two categories, analyzing the visual elements and informational elements.

Judgments claimed by participants who prefer to choose Kettle crisp explained that they like the simplicity and its clean appearance. They also shared their perception that Kettle crisp looks different from all and it has a luxurious appearance and looks a bit more expensive. However, the simplicity in the appearance helped them to pick the product over others. They further express their interest to read little information that convinces them to think whether they should go with the purchase or not. Here participants are using intrinsic cues such as taste, ingredient, or fat and most of them find information like “absolutely nothing artificial” and “hand cooked” to be reliable and trustworthy. Contrastingly, some of the consumers don’t find necessary reading any nutritional information and only ponder when they find it they need to know something they interest about. But often times they are not interested. However, an interesting finding was people who are particularly vegan or strict in their religious belief tend to spend more time reading ingredients/ additional information to find if there is any information that is not suitable according to their needs.

These participants were also asked to share their purchase experience and express that they did not had any trouble finding the required information and express that all useful information is placed on the bag according to consumer needs. As far as spending amount of time while

shopping most of the are likely to pick within 30 sec. however, some spends 5 to 10 minutes choosing the product.

Similarly, for Sun bites, participants chosen this package because they think they are making a healthier choice over others. Additionally, we found that Sun bites tend to have similar associations like kettle crisp but it is considered a more joyful and healthy package than others. Participants using the ingredient image (intrinsic cue) to evaluate the package and further think about the quality of the crisp. In contrast they do find the visual representation on the package helpful to think about the quality. Although if these participants experience inaccurate representation or felt misleading and then unlikely to repurchase. Interestingly these consumers are looking the weight information to perceive the quantity of the bag, however like previous participants (kettle crisp) they are also not interested in reading any extra information such as nutritional or expiry date.

These participants indicated when they spend long time evaluating between products they tend to use extrinsic cues such as price and go for the best option. In contrast, all of the respondents think the package to be modern but they think walkers (cheese and onion) are still quire behind and not innovating. They also associated kettle crisp and sensations as an expensive product because of its appearance. Overall, we found that consumers are very much considerate from the appearance of the package and how it looks grab their attention and choose intrinsic cues to determine the quality of the product. However, when they are unsure about the purchase they then most likely to utilize extrinsic cues. Additionally, most of them expressed to re-purchase the same brand which end up making them think less and make quick purchase decisions and considered branded crisp to be trustworthy and healthy unlike the Tesco's and Asda's own crisp.

Similar findings have been identified in previous studies by (Van & Vickie 2008) where respondents associated the perceived quality of the product by its appearance. However, he also found certain colors to be perceived as high quality, satisfactory and low quality products. Moreover, It is also confirmed that appealing packages creates consumer attention by standing out from the competitive disturbance and the increasing importance of informational elements on choice is also stated, if careful consideration is given to the product. (Silayoi & Speece 2004). Such findings are also recognized by Chris Wisson (2012) and stated that for 62% of consumers (men) are giving importance on an intrinsic cue (flavor) over than any other to make a decision.

Including, 53% of the consumers have perception that brand have a better taste and 37% are prepared to pay more for them.

Table 7. Bacon-flavored potato rings Packaging Purchase Intent

Red	Yellow	Blue	Orange	Green	Purple
17	5	7	7	2	1

(Van & Vickie 2008)

Chapter - 9 Discussions

9.1 Effect of Involvement

Respondents explained involvement degree according to their perceptions of the product significance while purchase. In their purchasing patterns, the well-known product would strongly be considered by most of the consumers. It is also noted in the previous study that products from well-known brand are given more reliability. The following views by participants demonstrate the use of brand as a simplifying heuristic so that consumers don't have to concentrate much while deciding for purchase (Silayoi & Speece 2004).

The brand name by the end of each quote represents the interviewer chosen this package as per their views expressed in the comment made.

If in the front display, I find these crisps, I will definitely pick Kettle Crisp. If not then any other from Walkers because they have good quality potato.

I choose walkers because it is a well-known brand. Its image doesn't help me think about the quality of the product. I don't use like Tesco's or Asda's own brand because I don't like that it is kinda cheap and you obviously don't expect good quality from them.

I think the appearance does have an effect, as it looks more expensive on this package. (Kettle crisp)

Similar findings have been identified by Silayoi & Speece (2004) in which his participants expressed similar intentions. They are as follows:

"I decide to buy well-known brands, especially for food, because I have found them reliable."

"When there is choice, I rely most familiar brand or something from a big company."

Similar findings also verified in a Mintel research by Chris Wisson (2012) who mentions that brand trust is given significant importance by majority of consumers with over 55s and lower income groups who find reliable brands as a potential motivation behind their purchase decision.

It is appeared that respondents anticipated the quality judgments by the visual appearance of the package. If they perceived package to be of high quality. They assumed the contents inside the bag to be of good quality. Unless, they are very much loyal to other brand. However, a strong

disinterest in future repurchase is expressed if they experience deceptive information provided on the package in any form.

I think when it has a picture of the crisp, I would say it does help me to think about the quality of the product, and it is even attractive sometimes. (Kettle crisp)

I think the visuals help attract the customers; Shape is one good thing what I see if there is no image it will not attract the customer. And if I am satisfied with the taste and flavor then I will definitely buying it again. (Walkers baked potato)

If I open a walker bag and found brown or burnt crisp, this would put me off or I would probably write a complain, because it is a big company. But it would put me off potentially getting them again. (Sun bites).

I am not a massive fan of sweet chili that I would be tempted to pick these up like Doritos which I would. It is literally the package that took my attention and its color on this one. (Sun bites)

Similarly, Silayoi & Speece (2004) also found:

“without experience, I buy food by considering the appearance of the package reflecting premium quality”

“Nice package design can influence my decision as it sometimes reflects good quality products.”

It is evident that consumers are selective on their choices based on the appearance of the product. Similar confirmation has been identified; involvement level maintains significant force over consumer purchasing process (Beharrel and Denison, 1995; McWilliam, 1997; Quester and Smart, 1998). However, the involvement scenario majorly depends on how much attention is given to the product attributes (Silayoi et al. 2004). Furthermore, as identified from discussions that high probability of not purchasing it again if consumer expect a deceiving experience. Likewise if the product functions are viewed to be speculative, then the shopper is likely to pay more attention to other products (Grossman and Wisenblit; Dholakia, 2001). From the above findings, following hypothesis has been asserted.

P1. Involvement level has reasonable effect on the both visual and informational elements.

P1a. Packages with good and simple appearance are more likely to be selected when consumers have low levels of involvement

P1b. Influence of information on the package on consideration is potential when shoppers have high levels of involvement.

9.1 Informational Elements

9.1.1 Taste and ingredients

It is safe to say that consumers are choosing the package because of the visual appearance, but they make their purchase decision mainly because of the information they are convinced on the pack. Favorite flavor is an important consideration for 65% who express it as a top five choice factor, while only 8% are interested in trying new flavors. (Chris Wisson 2012). From the following statements it can be judged that taste and flavors are given an important consideration when making purchase decision.

This is salted what I find useful, as lot of other chips are not salted like other says salt and vinegar and I don't like vinegar. (Walkers baked Potato)

I find the information sea salted useful. Other than that I think the package looks very expensive and sometime it looks natural while the rest of the packages screams at you because they are very colorful and bright (kettle crisp)

Do you see the bottom line? Which is the key line for the packet which is different from others says "absolutely nothing artificial" (Kettle crisp)

The flavor, the text of the flavor and the brand came in the pretty big one and establish brand, because I will most likely to go for a branded crisp to buy, rather than the unbranded one. Just because you know what they look already and what the flavor should be like. But for instance you know when you go to shopping mart ex. Sainsbury's have their own version of these crisp, you don't know sometimes they try make it cheaper what big brands do. So they take out one ingredient and put certain flavor which gives different taste. (Sun bites)

What I really need to know about is the flavors and how it tastes like. (Kettle Crisp)

9.1.2 Health Preferences

It has been identified from our analysis that majority of the consumers are uninterested reading the nutritional information. These findings are similar to a Mintel research by Clifford (2014) and she found that consumers interest in nutritional information remains limited. Although when probed, there were some participants who shown interest in reading extra information such as

expiry dates or if it contain any extra additives. However, participants who had strong dietary restrictions in their lifestyle because of being religious or a vegetarian shown a strong interest to look for specific animal ingredients which later help them decide to go for the purchase or not. This has also been confirmed by Clifford (2014) in a Mintel research that people are highly interested to read where food has come from (ex. Meat) and should be communicated clearly on the pack.

FIGURE 5: ATTITUDES TOWARDS THE LABELLING AND DESIGN OF FOOD PACKAGING, MARCH 2014

Base: 2,000 internet users aged 16+



(Clifford 2014)

I am a vegan so I do actually check to read if there are any animal ingredients. (Kettle Crisp)

I am interested to find which says no artificial color and no preservatives and other thing it should be suitable for vegetarian. Additionally, because of religious restrictions, I have to see if there is any particular ingredient which is prohibited. I don't know if manufacturers can do something to make it clear and highlight it. But yea that's the information I would like to see on the package. (Walkers baked potato)

I like to read expiry dates, but often I am not interested. As you know these are some quick guides in front of the pack. (Sun bites)

This one concern highlighted by the participant where she believes it's hard to see nutritional information when the crisp packages are on the shelf.

When crisp packages are on shelves, you don't really see the information clearly but for me I don't really bother reading nutritional information because they are crisp. They could matter sometimes but often times they are not. (Kettle crisp)

No I am not really interested in reading any more information, other than which says it has more in the packet. (Walkers cheese and onion)

As explained above, These views seems similar to the findings by Clifford (2014). Also noted in a research by IGD (2002a, p.21) that "I never look at the labels, if something is good enough for ASDA to sell then it is good enough for me."

P2. Informational attributes on the product influence choice.

P2a. Packages that contain information about taste and ingredients are likely to be chosen.

P2b Packages that contain healthy information are likely to be considered.

9.2 Time Pressure

Majority of the consumers are spending little much time in choosing the package which range from ten seconds to a minute. This time selection is dependent according to the cue utilized by the consumer to evaluate the product at that setting and situation. It is expected from those consumers to spend long time evaluating the packages who are not a regular eater, which led them think which package to choose. While extrinsic cues are utilized often times if consumer is going through from a dissonance in selecting the product. In contrast, minor proportion of respondents shown they make quick decisions and tend to re-purchase the same brand they like, which is the reason they don't have to think long to on their decisions.

Sometimes it could be quite long only if there is a big price difference in one that would quite usually spoil me to make a decision. But if these were the same price, I might pick away my favorite Doritos or Sun bites. (Sun bites)

I haven't live long in the UK for the past 7 months, for me potato chips are super expensive here, and I am aware that which brands are fully vegetarian, cheap or expensive and which one I like, so it would take like two seconds because you know that's the one you want. But here I haven't really found the chips that one I go to, so sometimes it takes a little longer or end up getting Pringles or what not. I would say it would never take more than 30 seconds. (Kettle Crisp)

It can be evaluated from the above that participants who use extrinsic cues (price) to make suitable decision but still unable to go through from that decision end up getting a recall about their favorite crisp (Doritos, Pringles) and go for that one. Furthermore, those who are not regular eater of the crisp then to spend longer time in evaluations:

I am not a regular eater of crisp, but when I do I usually spend too much time buying approximately 5 to 10 minutes thinking about which one should I buy. (Kettle crisp)

I personally don't eat much often, but I guess within a minute or two. (Sun bites)

Conversely those participants who shows interest to shop instantaneously reveals a pattern to re-purchase same brand every time.

Around 2 seconds because every time I will be getting the same brand and stick to it, because I don't like change. (Walkers cheese and onion)

It doesn't take too long, but pretty quick really because I pick what I want just because of the attractiveness that actually make you buy.

The last response reflects that appealing package have a crucial role in making decision under time pressured environment, which minimizes the ability to think means it lowers the involvement. (Silayoi & Speece 2004). Although it has been previously found that young consumers are more prone to think in a time pressured environment (IGD, 2001). Furthermore, previous findings suggest that shoppers under pressured time scenarios are likely to make the decision when the package contains typical simple appearance with accurate information (Silayoi & Speece 2004). Following hypothesis have been devised from above analysis.

P3. Time pressure has an average effect on the relationship visual and informational attributes.

P3a. Consumers are more likely to get influence with the visuals on the bag when they have less time to make product choice.

P3b. Influence of informational elements on choice is more when consumers have more time for product evaluations.

9.3 Visual graphics

Respondents reveal that packaging does have an impact on their shopping experience. Communications for both high and low involvement is done using graphics, and these are the most noticeable factors mentioned by the participants (Silayoi & Speece 2004).

I think the color and graphics is more attracting comparing the other ones. All other bags looks like regular crisp. (Sun bites)

Because other packages have lots of color and pictures going on, that's why I prefer the black one (Kettle crisp)

This one by far is the most appealing packaging and I think what I like about the package is it's a bit straight forward and old fashioned, I choose this up based on the appearance and style. (Kettle crisp)

I am not a massive fan of sweet chili that I would be tempted to pick these up like do Doritos which I would. It is literally the package that took my attention and its color on this one. (Sunites)

I think it's well designed not trying to be super busy or flashy. I think all other packages has a lot going on, but this one is super understated and simple. (Kettle Crisp)

It is easy to say that the appearance of the package does help the participants in choosing the preferred package from the competition. Simplicity is mentioned as a key factor in the packaging design that grabs consumer attention for further evaluation of the product. Conversely some respondents appear to be very color conscious and hold strict views for purchase including having a perception that multicolored packages are for children's.

I think the color on other packages can appeal kids, but as a mature, this colors appeal to me personally and I think this is the right choice of color for this package (Kettle crisp)

I choose this package because blue is my favorite color and I only choose packages with blue color. I recently bought a one chips from Iceland and I didn't eat cheese and onion because its in a green packet and from a different brand (Walkers cheese and onion)

Similar findings have been found by Silayoi & Speece (2004) participants as follows:

"I usually go for colorful packages when I am looking for kids product"

"When I am looking for snack foods, color of the package helps me to find the product easier"

These findings confirm that choice of the package is largely dependent on the graphics and appearance of the package. Therefore, it is evident to say that graphics influence consumer decision within pressured time scenarios, either they are higher or low involvement. It is thought by some consumers that they are examining product attributes; while in that bundle graphics represent the product. These graphics are utilized to cut through the shelf clutter (Silayoi & Speece 2004).

Hence:

P4. Visual attributes in the package help enforce choice of the product.

P4a. Appealing and simple packages are more likely to be considered

9.4 Packaging layout and volume

Apart from the visual elements, consumers also likely to get to find bigger packages valuable. However, they also claimed often times not getting the desired quantity what perceived from the large bags. Furthermore, when consumers seek value for money their evaluations for the product can be deep as stated ahead. Conversely, participants also make logical arguments of when about their perception regarding more air in the bag.

I will go for the bigger bag every time, why? Because I am greedy, also because you think you are getting more in it, but you are not necessarily getting more. (Walkers cheese and onion)

Actually I look at the weight of the bag for ex. Kettle crisp would have the same price for the standard crisp as walkers but there would less in it. Sometimes or more often you get less for the same amount of money. (Sun bites)

Similar findings have been found by Silayoi & Speece (2004) in which his participants stated:

“it happens very often that many packs do not contains the product volume as much as we expected from the size.”

“Sometimes when I see a big package or value pack, it will remind me about my experience with inconsistency. Therefore to avoid disappointment, I need to read the information on the package more carefully”

It is also made evident by Predergast and Marr (1997) that bigger packages are perceived as more valuable packages. However, participants also expressed if they had deceptive experience with the package after consumption, they are unlikely to re-purchase the same brand unless they are very much satisfied with any other reason to purchase again such as taste, flavor.

Some quotes are as follows:

*Yea, I have one experience, don't exactly remember if it was lays or other pack and they always put a lot of air inside and less crisp and its very bad and a kind of cheating with customer.
(Walkers baked potato)*

I had one experience but with chocolate, and it was companies fault, where they had a deceiving on the pack which was totally opposite of how it looks inside the pack. That experience potentially put me off getting them again.

I had overcooked crisp and crushed but still I will remain stick to the same brand because its Walkers and I love it.

Additionally, Participants also associated the premium quality of the product by judging the appearance of the package. However, we found Walkers image to be considered not innovative, old and pretty generic than others. However, it appears consumer tends to recall the flavor of the product instantly when they see blue color of the walkers crisp. They mentioned:

You can definitely see the Kettle crisp and sensations are more expensive ones, you can tell that by their visuals. Almost smart looking outside, they are black and white and minimalistic. Although Sun bites are quite similar to kettle crisp could say a little brighter version of it. (kettle crisp)

I think walkers whether you they have changed their colors b/w salt and vinegar, you literally look at walkers and you don't really need to see the flavor. As they

Walkers are still the same since I am seeing them, but because it is like that everyone knows you don't have to think before buying it.

From the findings we hypothesize:

5b. Visually larger packages are likely to be chosen.

5c Consumers are more likely to have higher involvement when finding the bigger bag.

9.5 Technology

Upon asking the participants to share the views about the pack itself, they express the layout of the package is handy and convenient to throw away as compared from other brands, and a common perception is noticed that these packages are friendlier to environment. One participant thinks innovating these packages in a reseal able option could be a good improvement.

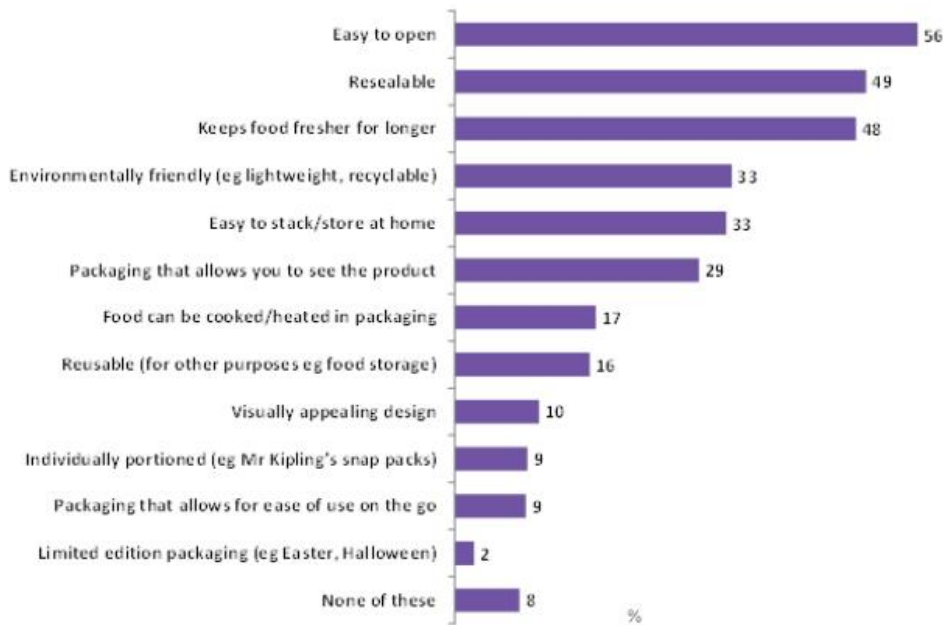
It would be handier to throw the rubbish away as compare to Pringles, even though they are the best but the box is not handy sometimes to get rid of. In short these packages are more environmentally friendly than compare to Pringles ones. (Kettle crisp)

I think they can make it reseal able, where you can have an option to reseal the package for further use. Because there is nothing more badly when the crisps are dried out and gross. So this could be an improvement. (Kettle Crisp)

Generally what I am interested in to know whether or not these packages get recycled more from a sustainability point of view. (Sun bites)

FIGURE 2: QUALITIES CONSIDERED IMPORTANT FOR FOOD PACKAGING, MARCH 2014

Base: 2,000 internet users aged 16+



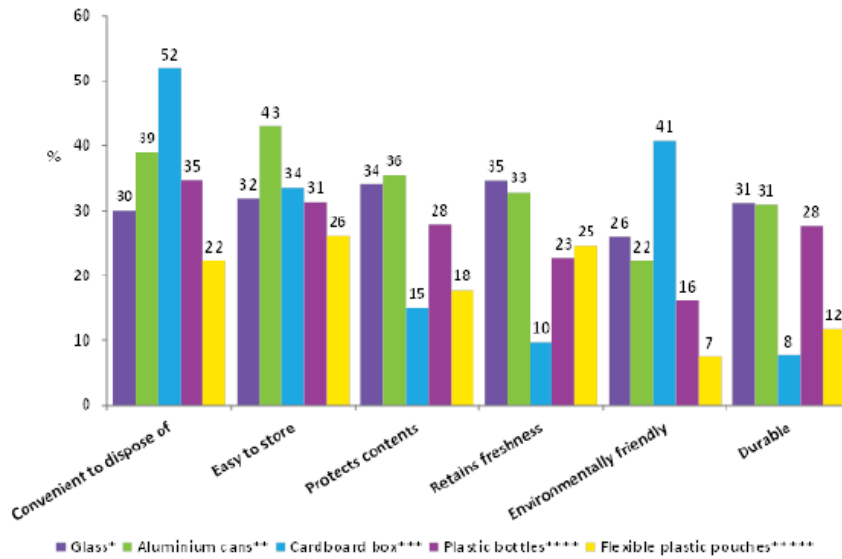
SOURCE: GM/INTEL

(Clifford 2014)

Similar findings have been found (Clifford 2014) in a Mintel research where the recommendations for re sealable packages have been seen as the second most important quality. Additionally, the same research has also depicted same results through which it is evident that plastic bags (crisp) are convenient to dispose of. In contrast, Warde (1999) stated that packaging technology is related to the convenience of the food products, and it is becoming increasingly important, as noted in the above figures also.

may 2014

FIGURE 3: ATTRIBUTES MOST COMMONLY ASSOCIATED WITH DIFFERENT TYPES OF PACKAGING, MARCH 2014
Base: 2,000 internet users aged 16+



(Clifford 2014)

Hence:

6. Improved Packaging would have a positive effect on purchase intention.

Chapter – 10 Conclusions, recommendations and practical applications

The purpose of this chapter is to present an analysis on the investigation conducted on influence of packaging attributes on purchase intent and to present recommendations and practical implications to the organizations which they may find helpful for future decisions. The objective of this research was to find out the influential factors that affect consumers purchase intent through packaging communication while buying crisp.

From the analysis of our findings and discussions, it is evident that packaging attributes does have a positive influence on the purchase intent of the consumers. Commonly, visual elements are the prime factors that influence the choice of the package showing graphics and color have the major importance upon. These visual attributes help the consumer to identify the desired or the best package from the competition. Other than visuals, participants claimed to like simplistic appearance in the package which is found to be one of the main reason that help the package stand out from the competition on the shelf. However, information attributes are utilized to further evaluate the products by reading the labels and additional information if much consideration is given to the product.

We found cue utilization is used significantly by the consumers for the evaluations of the package. These consumers are relying upon intrinsic and extrinsic cues heavily. Although there choice is impacted by the time they have to shop within. If they have less time they are more likely to use intrinsic cue and make decisions based on the visuals. However if they have more time or unfamiliar with the brand they are likely to use extrinsic cue for their purchase decision.

In order for organizations to utilize these findings, Ampuero & Vila (2006) suggested to scrutinize competitors performance and recommends that marketers closely monitor alternative packaging design that may be used by a competitor. Giving importance to the above findings, brand managers can keep themselves looking forward to deploy a simplistic packaging to the end consumers. As from our research it is likely to get chosen and delivering the appropriate information on the pack for the consumers to consider purchase. In contrast those brands that are recognized not to be innovative and have a modern design such as Walkers (cheese and onion) can consider updating their design on the package. Additionally, this research on packaging

attributes can be utilized by packaging designers' educational purposes. Although, more careful comprehension is necessary of the issues.

It is evident that packaging have a central role in product choice, additionally it is also cleared that an unattractive packaging can have an impact on consumers perception about the quality inside the bag and it will be unlikely for the consumer to buy a product. Thus, better discernment of such problems in the horizon of packaging process will turn into a key factor in the rivalry of the packaged food products (Silayoi & Speece 2004).

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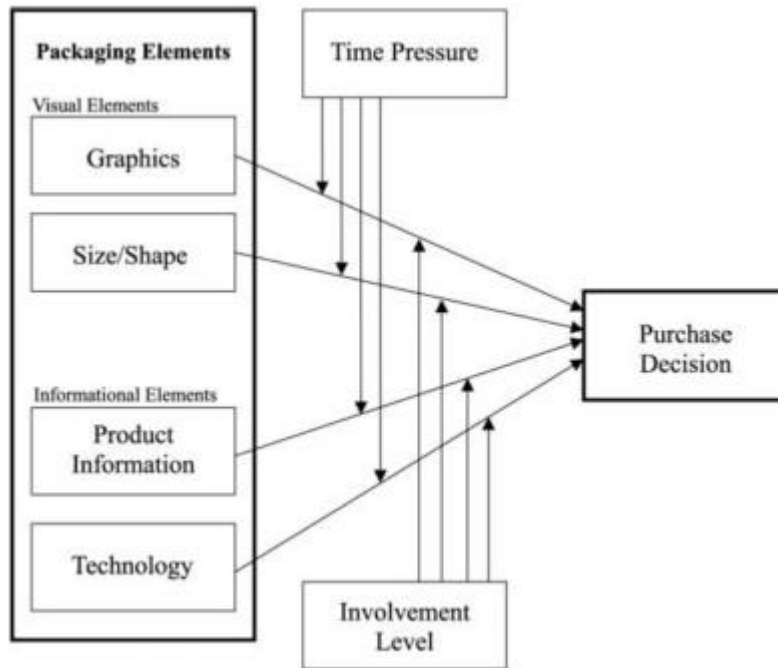
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Appendix:



Framework

(Silayoi & Speece 2004)

Reflective Report

We chose this topic *influence of packaging attributes on consumer purchase intent* specifically for crisp packages. As two main reasons identified for choosing this focus for our study, 1) none of the previous studies have focus crisp industry as their focus for packaging research. 2) From the findings, it was identified that 8 out of 10 consumers are likely to eat crisps daily. Although, we also found this industry to be rapidly growing and competing from different brands. Thus, we conceived this to be an interesting as well as insightful topic for the brands to utilize these findings.

Conducting the research was always one of the exciting moments of our research. We realize that it was difficult but the most informative part in the timeline of our research. The research was conducted with different ethnic people from English, British Asians, Black, Europeans and Eastern Asians. All of them responded differently in the interviews, and required probing for more details. But most of them were very open to discuss about their experience with the packages, because everyone had different views about the packaging, therefore the only trouble arose sometimes is to went coherently with the questionnaire as it was created in a format.

In the beginning of our Data Analysis was the next step in the process, and transcribing the interviews is crucial at this stage. While transcribing, we realize to find more interesting facts as it was not evident while interviewing, because at that stage we were comparing all our findings with different interviews. However, sometimes it was becoming difficult to understand the recording from an unfamiliar accent which was the only difficulty arose in the process. But through some audio software, we manage to reduce the noise in our recordings and make it hearable enough to understand clearly what is being expressed in the interview. As transcribing verbatim interviews verbatim was one aim of the research.

Above were the main and crucial steps of our dissertation to go through. Because a framework was chosen for this study which had four different topics to discuss, hence it was become less tricky to organize the data for each category. We color coded all of our interview questions for graphic, informational and time pressure attributes differently and further narrowed the useful questions with graphical symbols which help us decide to compare the important questions. When these important arrangements were made, we started to compare the data with our

different all of our interview critically and at the same time also matched with the previous literature to support our findings. This was the longest and the time consuming process in our case, could be because we were investigating different variables and summing up the data with criticality was important aim of the research. When we completed our data analysis, we reviewed our discussions and findings for the recommendations and practical implications. Hence we presented our recommendations and implications for the industries based on the analysis done above which is coherent with the previous research.

Questionnaire

Which element of this Package got your attention? (Graphics/ information?)

If Graphics:

1. How does the graphics help you choose this product?
2. How do you think the visuals on the package help you think the quality of this product?
3. If the image influences perceived quality, do you consider spend a little over than your budget?
4. Can you share any example when you remember making a purchase in less time?
5. When making a decision for purchase, how does the visual representation (size) influence our decision?
6. If the representation is somehow inaccurate, will you consider re-purchase for any other reason? (taste, quality, or anything else?)
7. can you suggest something to improve in the package for better communication?

If information

1. Can you tell me how does this information helped you choose this product?
2. Can you tell me while purchasing what other information you find useful?
3. Can you share if there is any other information that you particularly interested in to read is hard to find?
 - a. What is that information that interests you?
4. Thinking about that information, do you think that influence your purchase decision?
5. From any previous experience, how long do you think it takes you to make a decision?
6. From a visual point of view, do you think if all information on the pack is clear and accurate?
7. Can you suggest any further improvements that you think can improve communication?

General Technology questions

1. Thinking about the package, what qualities do you think are important for this package?
2. Can you tell me your previous experience with box packages?
3. Do you think products are safely protected in box packaging?
 - a. Any examples that you can share, where you discover products were not safe?

4. Lastly, do you think box packaging to be attractive, trendy, or innovative?
 - a. Any suggestions?



Chosen packages.

Transcript

Why?

I think the color and graphic is more attracting comparing the other ones and most importantly I personally like sweet chili, that's why and I find this more appealing. All the other bags looks like regular crisp.

Like when you see the picture of the crisp you think about the taste and you want to try that out.

Do you think the image on the product help you decide the quality of the product?

Absolutely yes

Will you spend a little over then?

Yes, possibly, and if I am trying it for the first time, I possibly going to pay more but it might be different once I tried it, but obviously. The attractiveness of the package can justify a little more on it.

How do you think the visual representation helped influence your decision?

It does in the end, it almost sees as you can feel the taste while seeing it.

If it's somehow deceiving, will you buy it again?

I wouldn't think so, the reason for that is the product like crisp chosen upon impulse buying decision, so there is not much attach to it, so that wouldn't make any difference really.

Any other information that got your attention?

Text, color, combination in which all the graphics are placed even though it's quite busy compared with the other ones but definitely it has something that attracts.

Why particularly you choose this one or not the other chili product?

Most of the other ones I have tried them and this one is new for me so I think to try this one.

In a normal purchasing environment, how long do you think it takes to buy?

It doesn't take too long, but pretty quick really, because I pick what I want just because of the attractiveness that actually make you buy, that, so making decision whether I want to buy it or not, should be relatively easy and straight forward.

Apart from the visuals what other information you are interested in to read?

I personally don't go for expiry dates, and will not waste my time on expiry dates. So when I am buying I just pick one and eat it, and don't pay much attention reading the bag and its information.

From a visual point of view do you think all information is clear and concise?

Absolutely yes.

Any suggestions?

Not really I can think of.

Do you have any bad or good experiences?

A part from the vinegar flavor I don't like it, and it doesn't go with my taste.

Lastly do you think the pack is innovative and trendy?

Yes definitely my choice is quite innovative and trendy.

Color, graphics and visuals helps you choose the product?

Absolutely, it's something you don't think about but just pick it, and I guess there is some psychology behind this as you have only few moments to decide which one you want to buy.